



WHAT AUTUMN OFFERS

ANOTHER busy week begins Monday..Autumnal Offerings are now complete.....Every department has taken on a new, fresh appearance since the crisp days and frosty nights have brought out the rich, warm tints of Autumn.

Another busy week begins Monday, because the offerings are unusual--notice that we have taken many lines of those things most wanted and offer persuasive prices--prices you do not expect so late in the season.

Wright's
A GOOD PLACE TO TRADE

Shop Talk

The November Delinator is a very handsome book, besides the style feature which contains several colored plates, the literary department is excellent...15c--and worth it.

The Butterick Fashion Book for Winter is not the Delinator neither is it the Catalog--but a beautiful publication which shows the authentic fashions for the present season. The price is 25c--Pattern Department.

The Butterick Embroidery Book is a comparatively new feature. It is an authority of the styles of trimming--The patterns shown are for needlework, crocheting, knitting, designs for braiding, for collars and edges, designs for infants' wear, for ladies' gowns and waists. The book sell at 10c and with it are two transfer patterns.

Our customers have no hesitancy in using the phones which are conveniently located near the main stairway. Either Bell or Independent--no charge for the use in town calls.

All toilet requisites are cheaper at our Drug Counter...a saving of 5 to 15c on a package is worth attention.

Fall Weight School Dresses to \$3.50 to be offered at **1.95**

Really stylish, beautifully made dresses--for girls 6 to 14 years--dresses which were priced considerably more at the outset of the season--Monday at \$1.95.

Next week will doubtless see this little line of dresses eagerly bought by mothers of girls of 6 to 14 years--if we can persuade you mothers to see them, there will be no doubt about the outcome. \$1.95, as you know, would not more than pay for the making of an ordinary dress--and these are not common dresses. It will require but a moment to look at them. Second Floor.

Time for Sweater Coats. Stocks Complete

OF COURSE YOU'LL WEAR A SWEATER COAT THIS SEASON--YOU SHOULD NOT DELAY THE SELECTION.

Last season sweater coats were not to be had when the season grew colder and these handy garments were most wanted. While we have provided liberally for the trade of this season, we notice already the most desirable styles are being eagerly bought.

Infants and small children may be fitted in cosy sweater coats at 60 cents and up. Those for girls are priced at \$2.50. The lowest price for ladies is \$2.75, and from that the prices range up to \$7.50. Second Floor.

Pony Coats and Other Full Length Fur Coats Are Shown

THE PONY COAT IS A STYLE WHICH COMES FROM RUSSIA. THE ORIGINAL GARMENTS WERE MADE FROM THE HIDES OF PONIES WHICH WERE RAISED FOR THIS SPECIAL PURPOSE.

Elegant garments these, and the prices are reasonable, considering the materials.

Sealette--a fabric which resembles seal--full length, \$32. Pony coats--genuine pony hide--\$69, \$82, \$85. Caracul--genuine animal hide, having a beautiful curly fur. \$69, \$125. These will be displayed in the corner window.

Stylish Headwear for the Very Young Ladies and Gentlemen

BONNETS FOR THE GIRL WHICH HAVE AS MUCH STYLE AS THE NEW MILLINERY FOR MOTHER AND SISTER. JAUNTY LITTLE VELVET HATS FOR THE BOY.

The Second Floor offers a lot of millinery for the littlest babe or for the girl who begins to demand a distinctive style. --not last year's styles--not like the styles for any other season. These are distinctively the millinery creations of Fall, 1910. Beaver hats are among the most favored ones. These are not trimmed. Some of the styles are trimmed with ribbons and flowers, and while the styles suggest those for adults they are all girlish. The little velvet hat for the boy is 59c--it looks more rakish little hat--sort of a college style--in brown or red velvet. 59c. Second Floor.

Big Warm Blankets at Very Little Prices

THE BASEMENT OFFERS A WORTHY SALE OF BLANKETS. A SAVING OF ABOUT ONE DOLLAR IN FIVE IS OFFERED. SALE SOON TO BE WITHDRAWN.

When we say the saving amounts to about one dollar in five we wish to emphasize the fact that our first prices are unusually low, so that this reduction means more of a saving than the same reductions from ordinary prices.

10-4 sheet blankets, are 48 cents; 10-4 sheet blankets, heavy, 79 cents; 11-25 heavy cotton blanket, 11-4 size, 98 cents; extra large blanket, all colors, \$1.79; \$2 blanket 12-4 size, \$1.59; \$2.50 heavy blanket, bound edges, \$1.98; our \$5.00 blanket--dainty plaids--tans, blue, pinks, \$3.98

Coats for Women Who Want Extra Large Sizes

A new shipment of coats for large women makes it possible to fit those who want coats as large as size 51.

This word some of you have been looking for. Coats for those of our customers who have not, heretofore, been able to find garments of liberal making. In buying these coats we were particular that they be large thru the hips, every part of the garment which might possibly be small was given special attention and liberal designing.

Material of Black Kersey--\$12.50.

Rich Black Silks Are Temptingly Priced

NOT FREQUENTLY THAT BLACK SILKS ARE OFFERED BELOW THE STANDARD PRICES. FOR A FEW DAYS MORE WE OFFER THESE DIGNIFIED MATERIALS AT THESE PRICES:

26-inch Black Taffeta, \$1.00 quality--67c.
36-inch Black Taffeta, \$1.25 quality--77c.
\$1.40 quality Black Taffeta Silks--97c.
36-inch Black Messaline, \$1.40 quality--97c.

Seventy-Nine-Cent Dress Goods Are Eagerly Sought

ADVANCE SALE OF DRESS GOODS IN WHICH MATERIALS WORTH \$1.25 ARE NOW OFFERED AT 79c. SALE SOON TO END.

The materials offered in this sale are those which are of this season's best designs and colors. Woolen materials which are of the good average \$1.25 quality. The reason for selling these at this price is that we were fortunate in securing a special lot of the maker at a figure considerably under the regular price.

We'll be glad for the chance to show these, whether you are ready to buy or not.

Stenciling Outfits Are Being Explained. Art Department

THE MATERIALS AND INSTRUCTIONS FOR ARTIST STENCILING ARE BEING DEMONSTRATED IN THE ART DEPARTMENT.

Monday and Tuesday a demonstration of the new stenciling materials will be given in our art department. This means of decoration has been increasing in popularity for a number of seasons and is now perfected to that point that cushions, waists, curtains, and many other articles are handsomely decorated.

Random References

A place to leave packages. Our Exchange Desk furnishes a convenient place to leave packages. Here the lady in charge will take them--write your name and hold them until you are ready for them. No charge for this service.

Much interest is already shown in the Madera Center which we are preparing to give away. This 30-inch Center is valued at \$40, and when you see the almost infinite number of small stitches you will appreciate that it would be well worth the price. A purchase of 50c. entitles the customer to a ticket--purchases must be in the department.

Bronco Buster Stockings for school are about the best things we know of--they sell at 12 1-2c. pair--boys or girls.

The constant fitting of our Tampa Glove convinces us that at the price there is hardly any equal to it. We have seen many at \$1.50 which are not as good.

The Ladies' Home Journal, Saturday Evening Post as well as the Delinator are all for sale at our stationery counter.

The Towel Sale advertised in another part of this paper is to be a very busy sale. Read the descriptions on another page.

The Toys are already being unpacked and marked and made ready for the opening of the Christmas Season...all of which brings us forcibly to the realization that summer is gone and the year end is not far away.

Suggestions for home made Christmas gifts are ready in abundance in our Art Department. The materials and instructions in the making are all to be had here.

Seco Silk is a light material for evening waists and gowns--it looks so good that many people who can well afford to buy better materials are using it. We are now showing the new fall stock of this material at 25c. a yard. This is the genuine Seco.

The New Pricing Policy on the Second Floor has made a great difference in the selling on this floor...Prices which quickly appeal because they are not high. The suit you expected to be priced \$35.00 is only \$24.75--and so thru the department.

Probably the most efficient dressmaking establishment in the city is that on our Second Floor. Madam Green and Miss Sawyer are both busy with fall gowns.